



Our Rebrand book

Always use your best judgment.
This document is a great starting point.

IDENTITY

Always refer to the brand as 'Instamart' in all media mentions, including TVCs, ad copies, and captions. Avoid any variations or modifications.



01Logo

Primary Logo

Instamart is stepping up with a stronger identity—owning its space while still tapping into Swiggy’s brand power.

Splitting “Insta” and “Mart” creates a tighter, bolder shape—built for maximum visibility.

Keeping the iconic orange as a secondary color but adding a primary color to make Instamart stand apart from Swiggy, the parent brand.



Safe Space

The 'm' in Instamart isn't just a letter—it's the logo's safe space, anchoring the brand with a distinct visual identity.



Vertical Logo

Vertical and horizontal lockups should not be the first choice. Use them only when the space is tight. Visibility is key.



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Horizontal Logo

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Logo Colors

These are the approved logo color combos — always go for the two-color version when you can.

Color



Color - Reverse



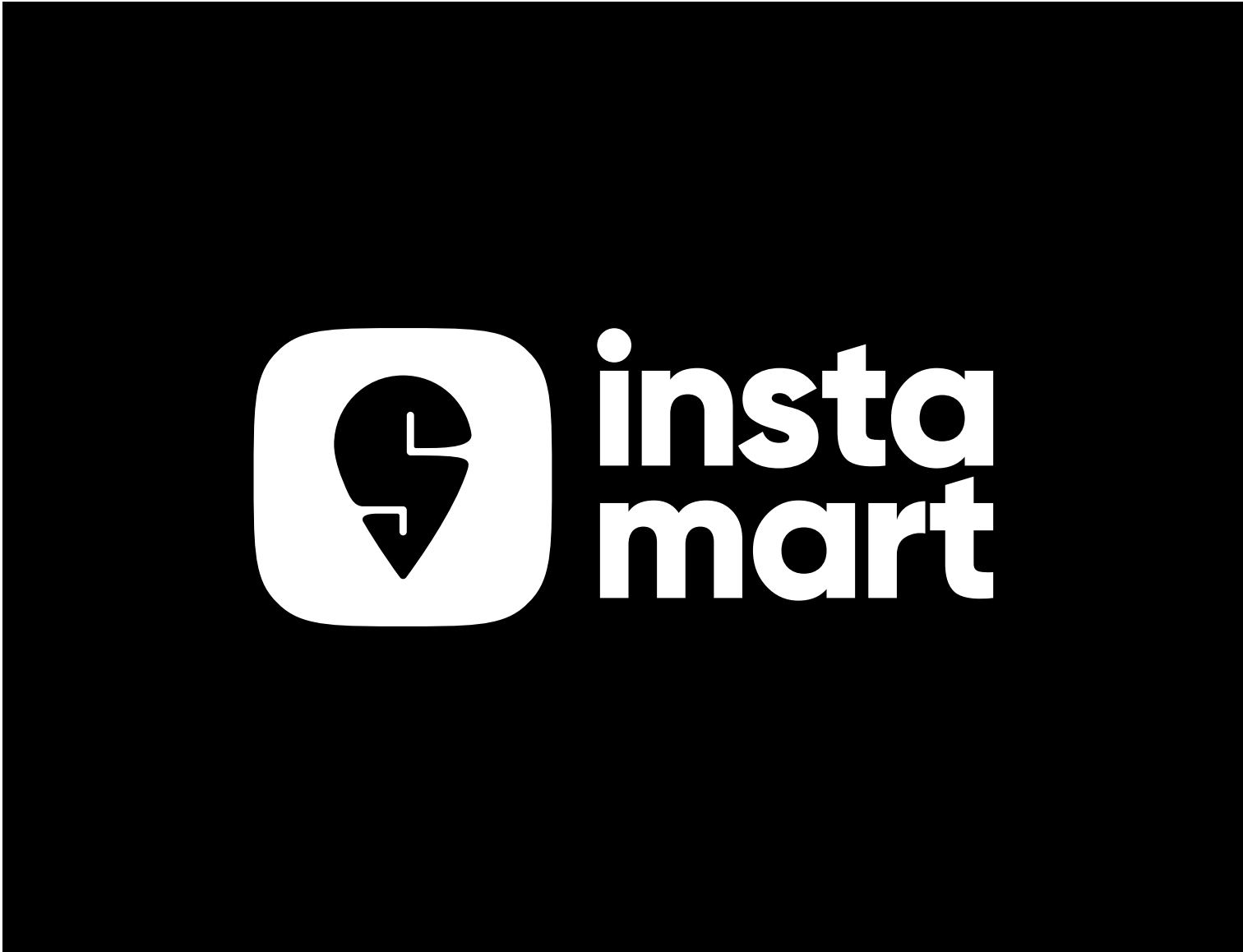
Achromatic Logo

Black and white? Only when
there's no other choice.

B&W Print

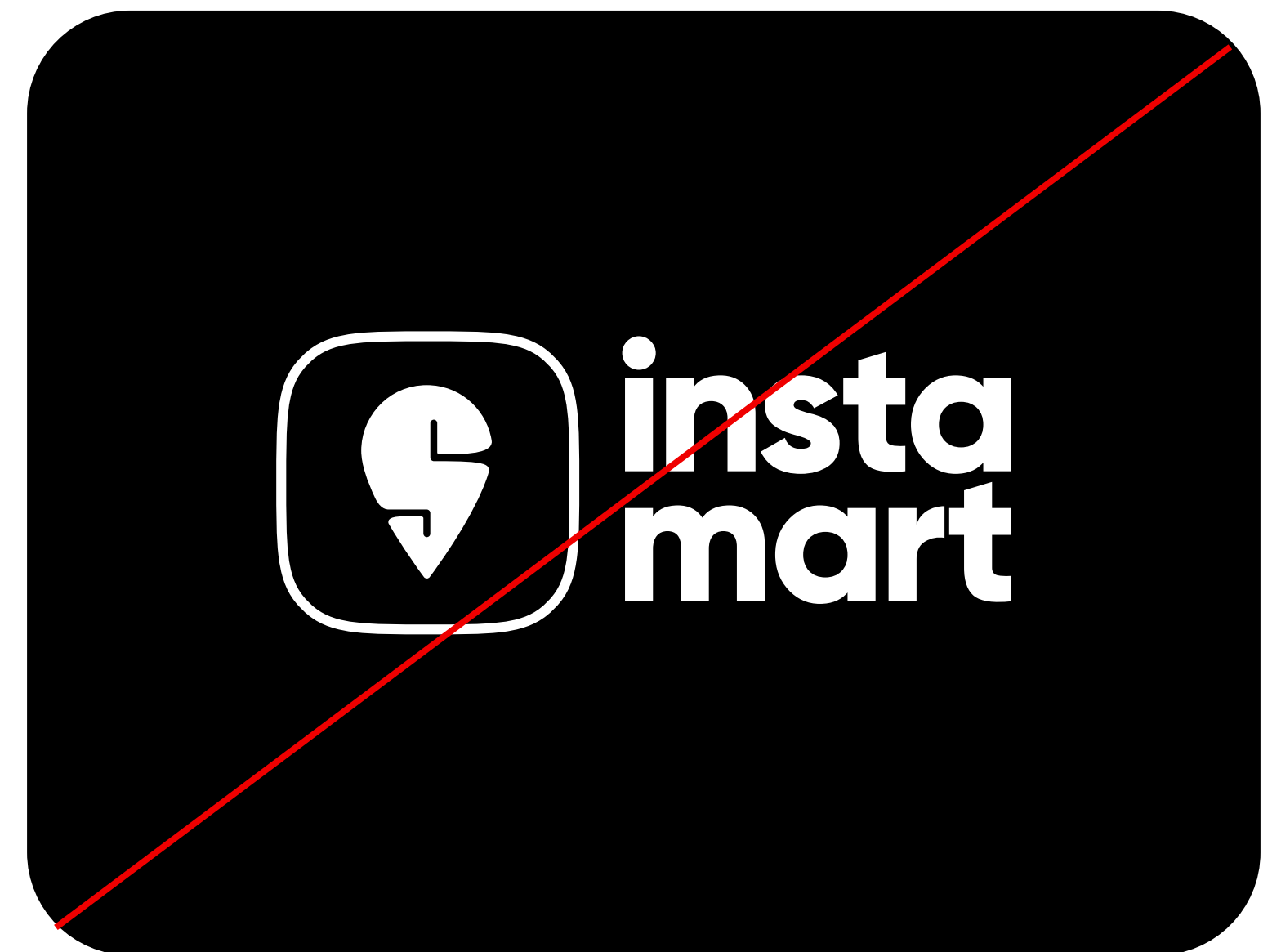
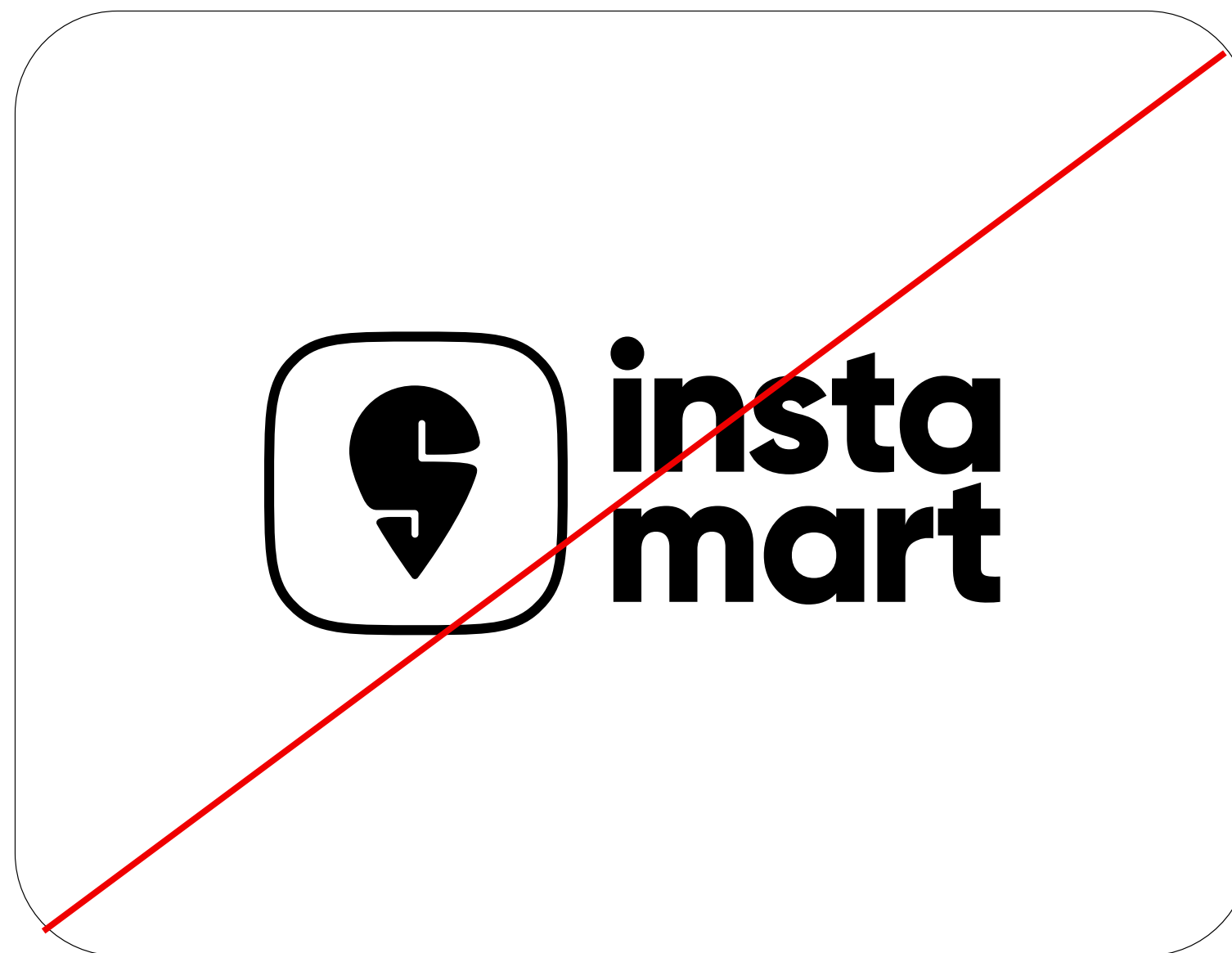


B&W Print – Reverse



Logo Don'ts

The S-pin will always be filled, no stroke squircle.



Logo Don'ts

⊗ Don't use any other color.



⊗ Don't add shadow.



⊗ Don't rotate.



⊗ Don't make it in 3D.



⊗ Don't change spacing between S and IM.



⊗ Don't switch the colors.



⊗ Don't use gradient.



⊗ Don't use bg color fill S-pin.



⊗ Don't use any other hue for bg.



Logo Don'ts

⊗ Don't use orange bg.



⊗ Don't make the whole logo blue.



⊗ Don't make the whole logo orange.



⊗ Don't use other color bg.



⊗ Don't change the size of the S-pin.



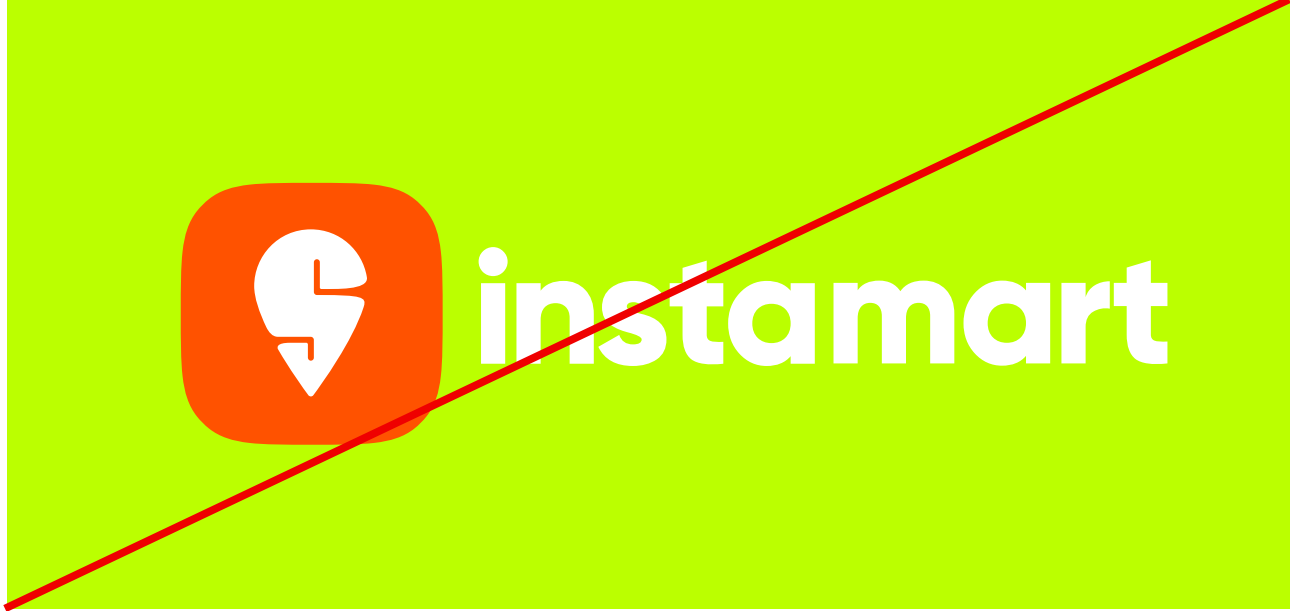
⊗ Don't add an outline to the logo.



⊗ Don't make the logo shear.



⊗ Don't use unapproved horizontal lockups.



⊗ Don't stretch.



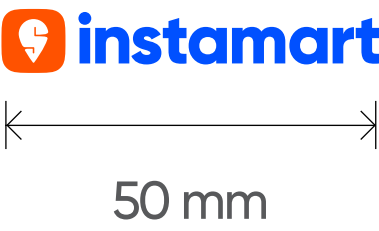
Minimum Sizes

The logotype should always be legible. Never use it in sizes smaller than specified.

Screen



Print



**Correct
Logo Placement**

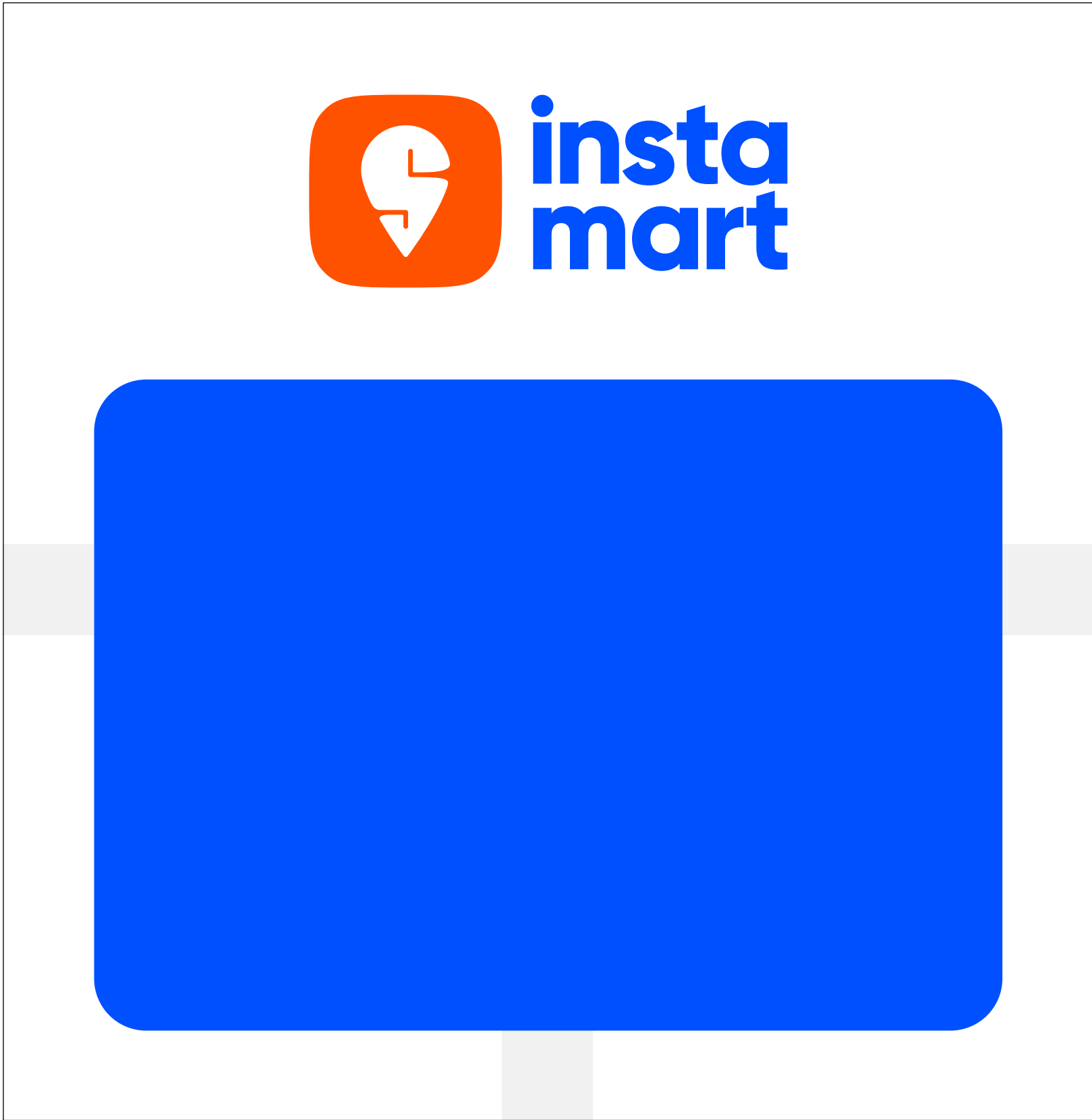
When creating a composition, either place the logo on the top left corner, or center it on the central vertical axis.

Take advantage of the space and make the logo as large as possible.

✔ Left aligned above the bento.



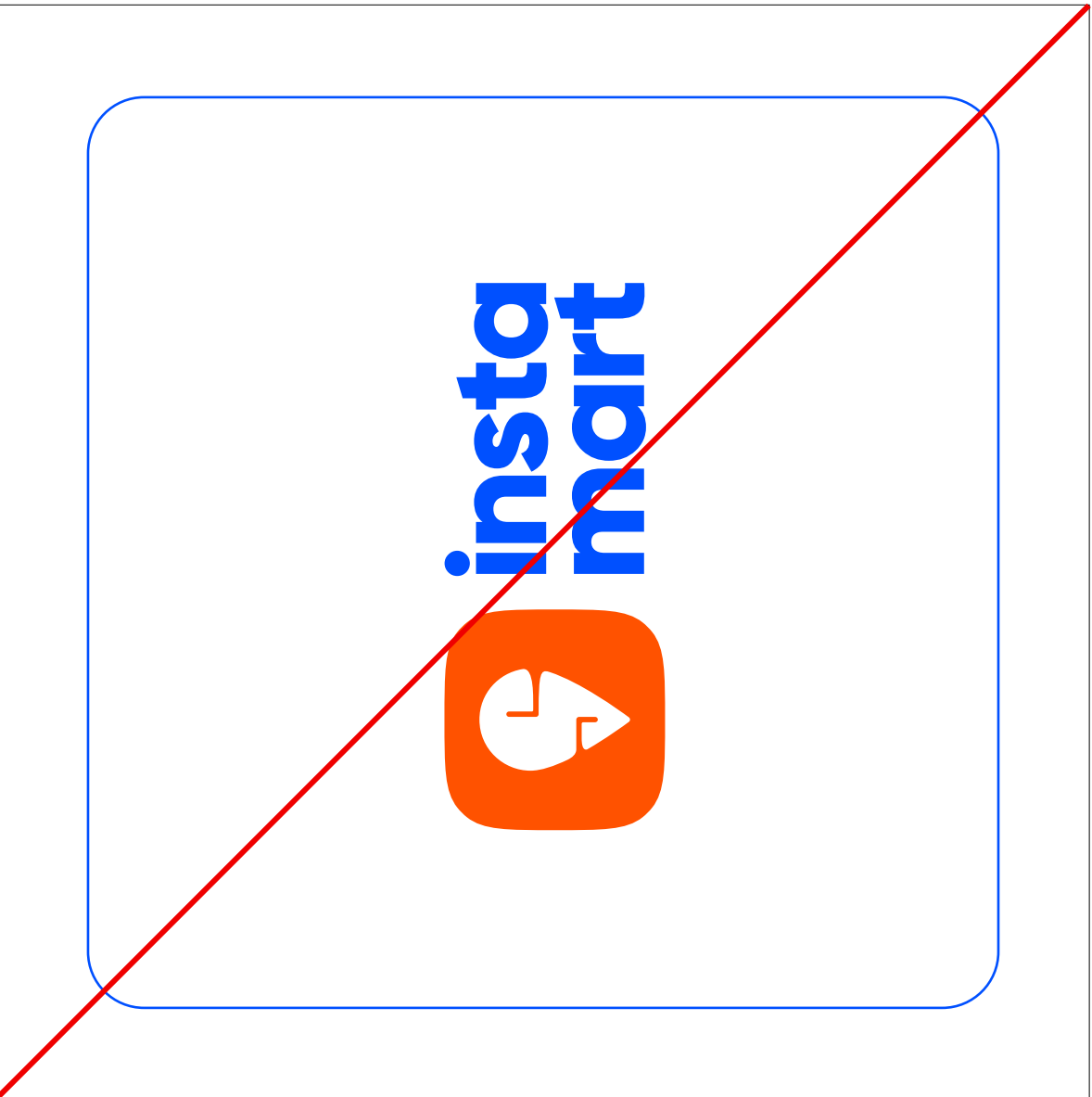
✔ Center aligned above the bento.



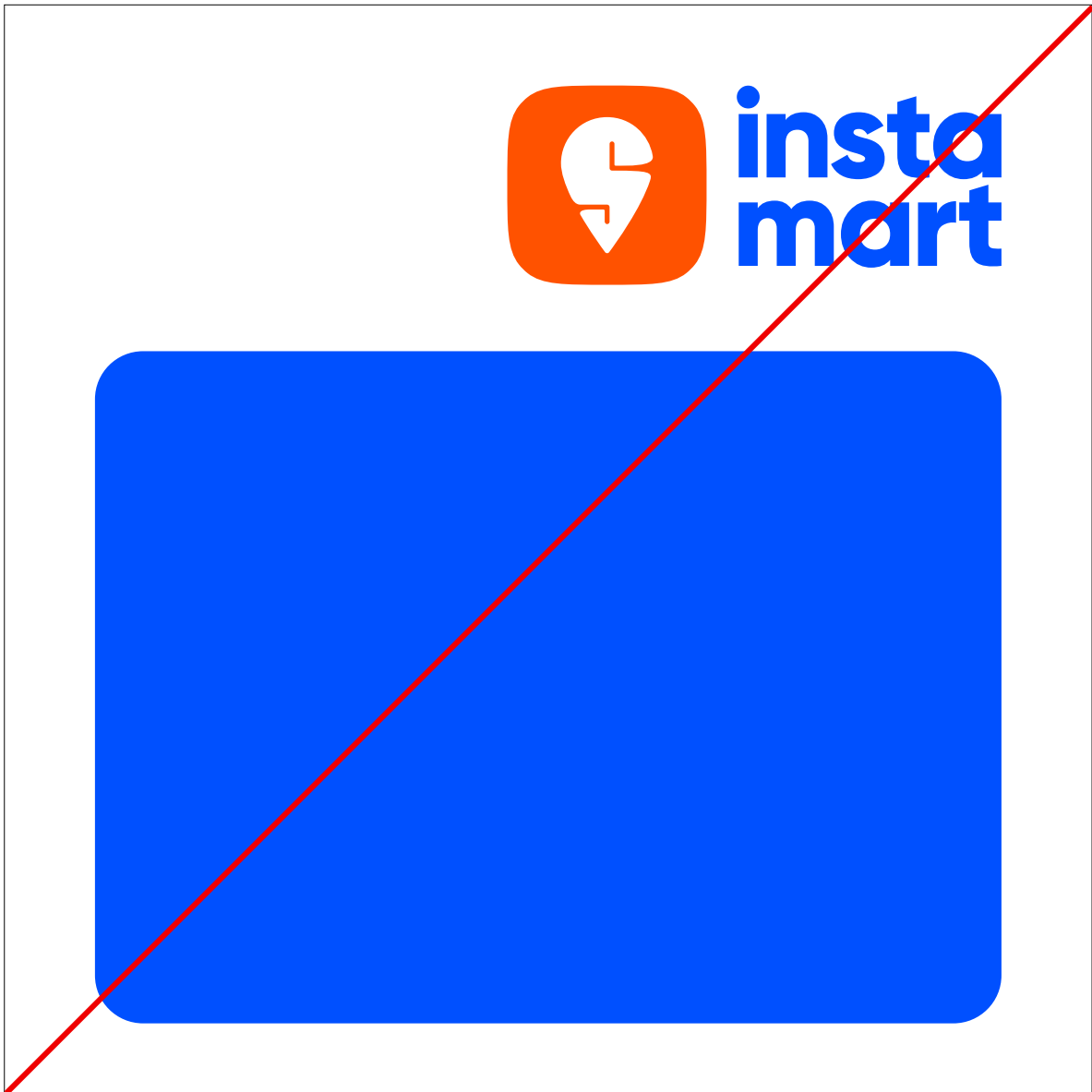
**Incorrect
Logo Placement**

Avoid using logo
placements as shown.

⊗ Don't rotate logo.



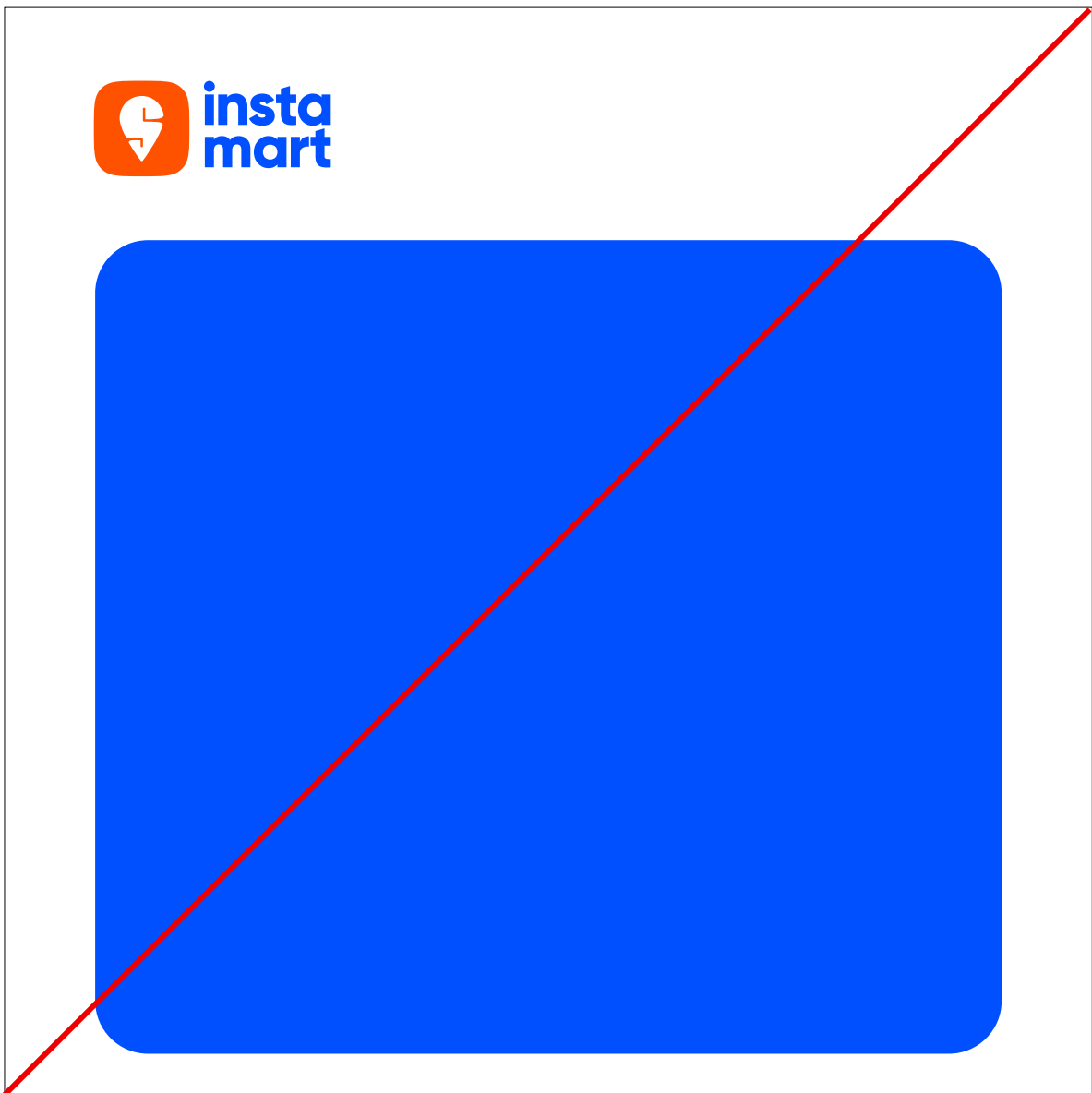
⊗ Don't right align.



⊗ Don't put the logo below the bento.



⊗ Don't make it smaller than width÷3.



02Colors

Color Palette

Instamart Blue leads the way, with Swiggy Orange backing it up as the secondary color. Bold, balanced, and unmistakably Instamart.



Color Palette

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INSTAMART BLUE

RGB
0 80 255
HEX
#0050ff
CMYK
100 52 0 0

SWIGGY ORANGE

RGB
255 82 0
HEX
#ff5200
CMYK
0 74 100 0

SALT

RGB
253 245 238
HEX
#fdf5ee
CMYK
0 3 5 0

WHITE

RGB
255 255 255
HEX
#ffffff
CMYK
0 0 0 0

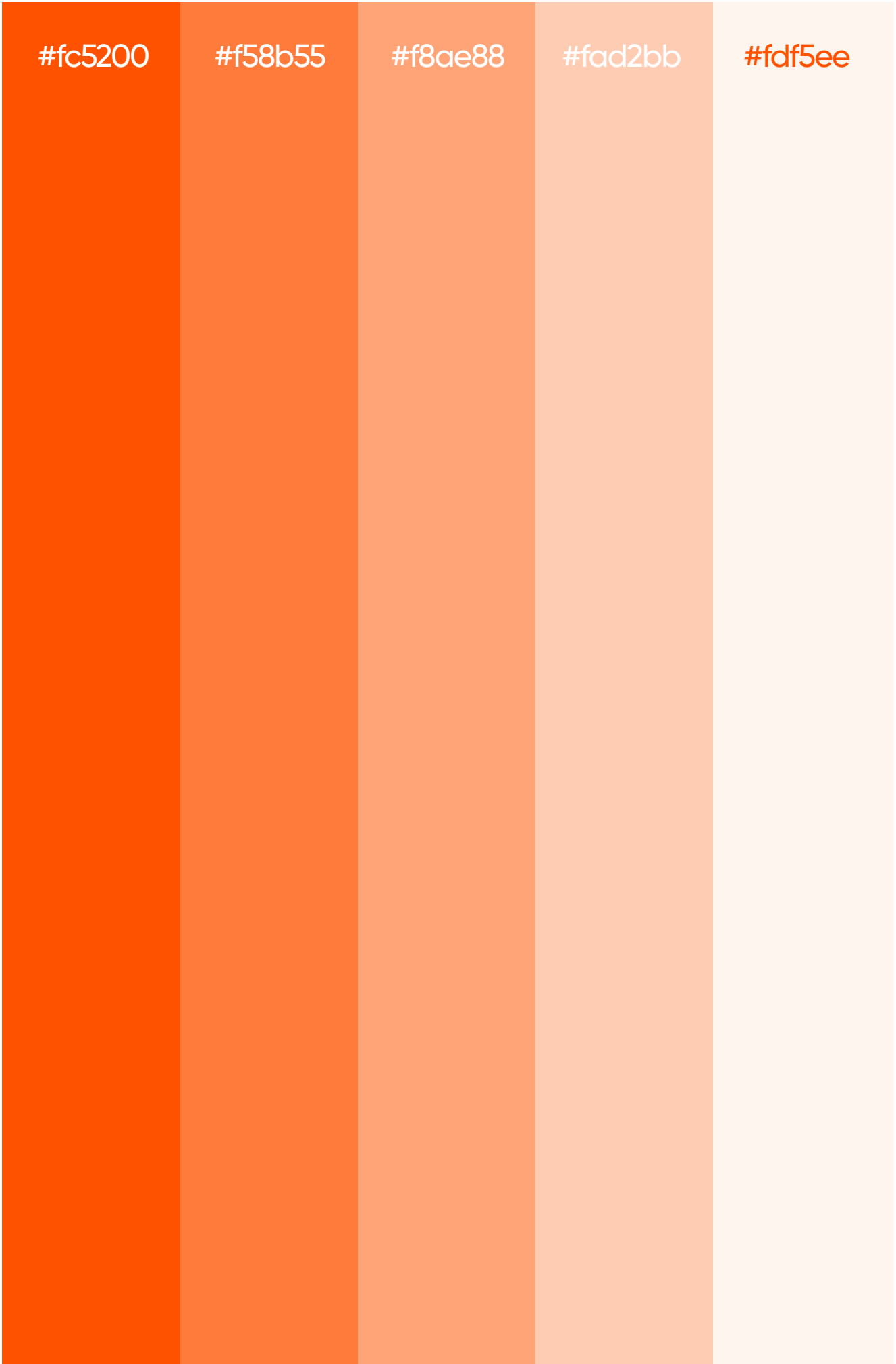
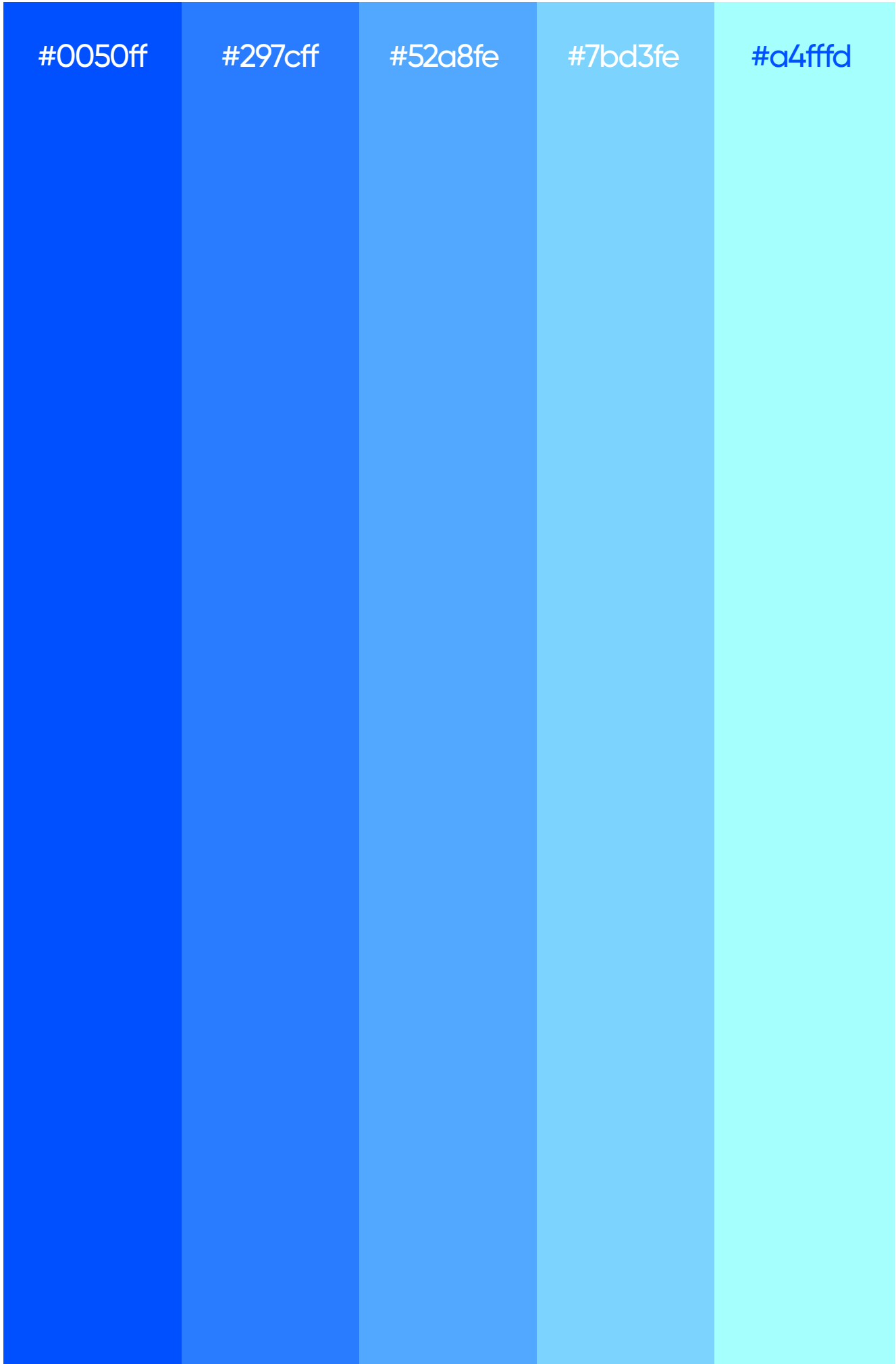
Color Codes

To match the correct
Instamart colors, use the
following codes for accurate
printing.

FLEX AND PRINT		DIGITAL	NEWSPAPER	DE GEAR
CMYK 100 52 0 0	PANTONE 2935 PC	RGB 0 80 255 HEX #0050ff	CMYK 100 45 0 0	PANTONE Pending
CMYK 0 74 100 0	PANTONE 021C	RGB 255 82 0 HEX #ff5200	CMYK 0 68 100 0	PANTONE 021C

Primary Extended

To add more depth to your design, use tints and shades of the Instamart Blue and Swiggy Orange.



Buttons and CTA

Maintain contrast while using colors for the buttons and CTAs.



Color for Type

Maintain contrast while using colors for text.

Stick to the primary combinations given here.

WHITE	SALT	LIGHT BLUE	ORANGE
WHITE	ORANGE	LIGHT BLUE	BLUE
WHITE	SALT	LIGHT BLUE	BLUE
WHITE	SALT	ORANGE	BLUE

03Typography

Typography

Type weight creates hierarchy, making sure every word lands just right. Gilroy brings the range—with ten weights to play with.

- Gilroy Heavy**
- Gilroy Black**
- ♥ **Gilroy ExtraBold**
- Gilroy Bold**
- Gilroy SemiBold**
- ♥ **Gilroy Medium**
- Gilroy Regular
- Gilroy Light
- Gilroy UltraLight
- Gilroy Thin

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- Gilroy ExtraBold***
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- Gilroy Regular*
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- Gilroy UltraLight*
- Gilroy Thin*

Type Hierarchy

Size, scale, and position shape how we read. Keep type sizes intentionally different for clear hierarchy.

When setting type, the leading should be consistent across various applications. Leading refers to the space between lines of text.

Leading can be calculated with the following formulas.

Type sizes are for example only.

Headline
Gilroy Extrabold
80pt/88pt leading
Auto kerning
Sentence case

Subhead
Gilroy Medium
30pt/33pt leading
Auto kerning
Sentence case

Body
Gilroy Light
15pt/21pt leading
Auto kerning
Sentence case

Type size x 1.1 = leading.
Headlines at 80 pt would have 88pt leading.

Type size x 1.1 = leading.
Headlines at 30 pt would have 33pt leading.

Type size x 1.4 = leading
Body copy at 15pt would have 21pt leading.

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Type Combinations

Examples of type pairing for ExtraBold & Medium font weights. 'in just 10 minutes' to always be in ExtraBold like the example.

Sauce. Potato.
Chip. Chip. Chip.

ExtraBold

Delivered in just 10 minutes.

Medium

ExtraBold

TCA*

COMMUNICATION

04Layout

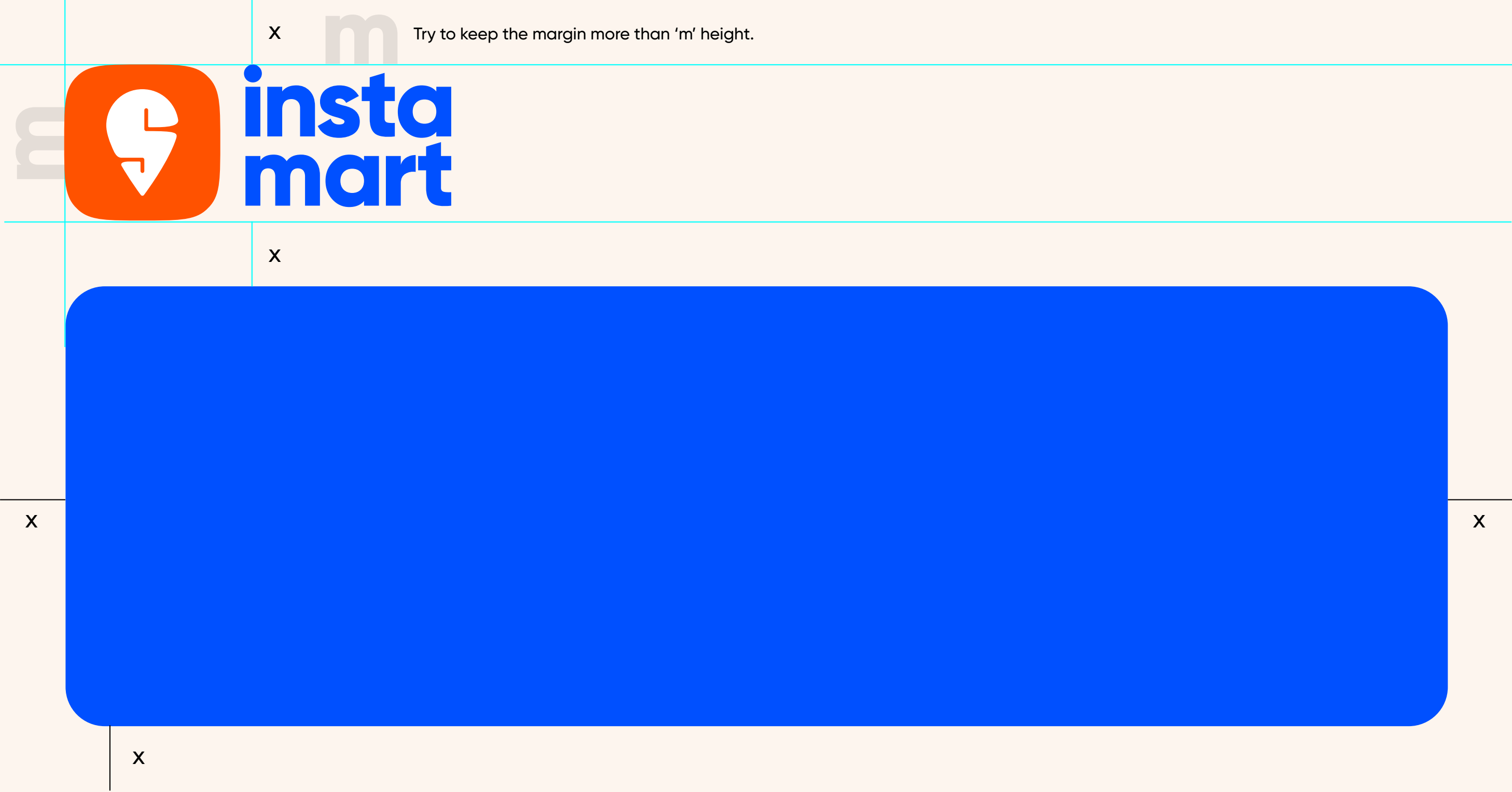
**Bento
Construction**

We always match the rounded corners of the bento to the rounded corners of the logo.



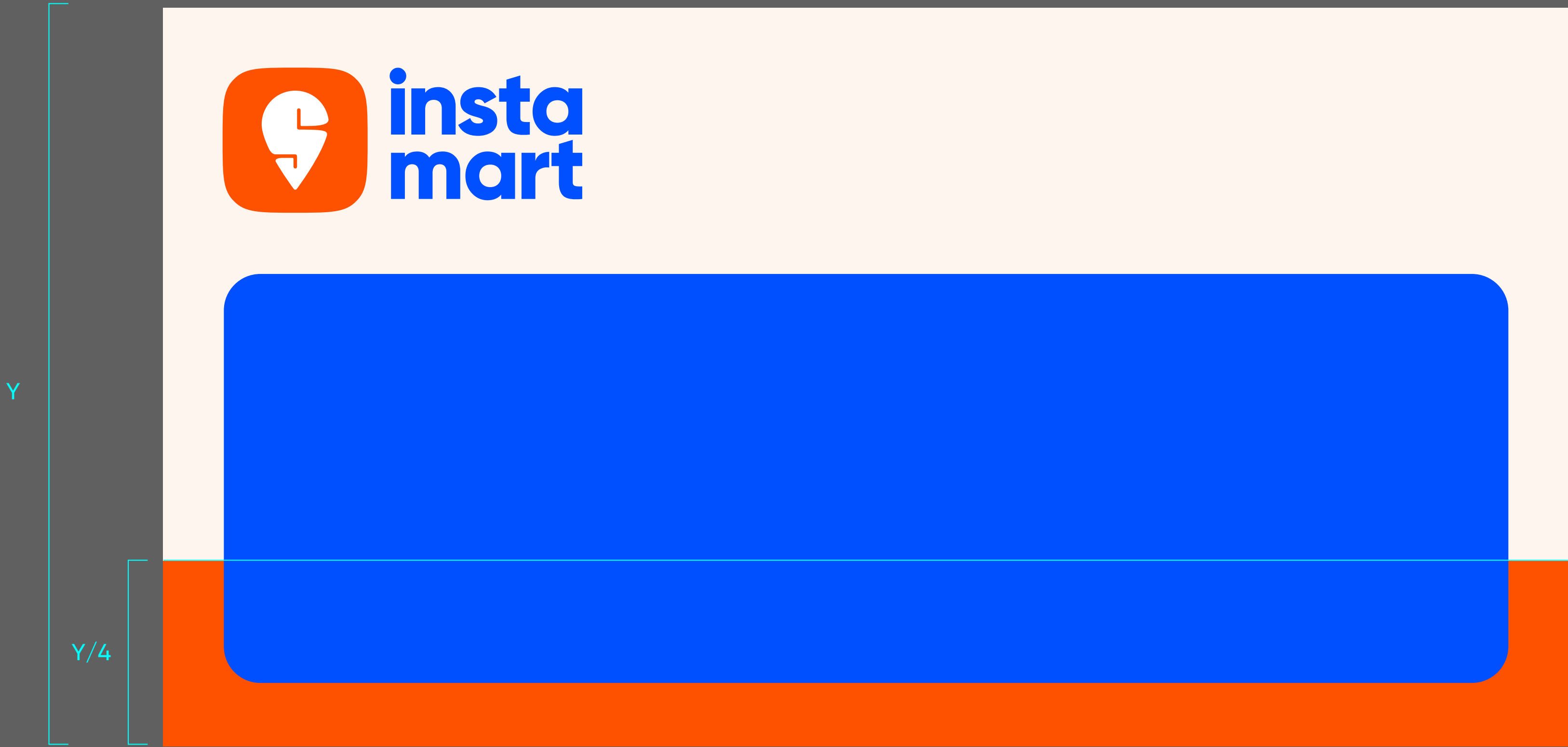
Bento Color

The Bento box will now be in Instamart Blue on a salt background, with the logo left aligned for a seamless, balanced look.



Orange Band

We're adding a Swiggy Orange band at the bottom behind the Bento box, 1/4th of the total height of the layout (horizontal).



Copy Placement

Copy stays left-aligned, sitting top-left inside the Bento box. Headline in Gilroy ExtraBold, subheading in Gilroy Regular—with 'in just 10 minutes' always in Gilroy ExtraBold for impact.



x

x

Headline

Category in just 10 minutes.

CTA

The CTA (where applicable) gets a bold upgrade with full rounded edges and a fluorescent blue color—an accent that grabs attention and drives action.



instamart

Headline

Category in just 10 minutes.

Order now

Products

Add products to the layout and the new Instamart KV is done.

Balanced and bold is what we want to go for every time.



Dry day?

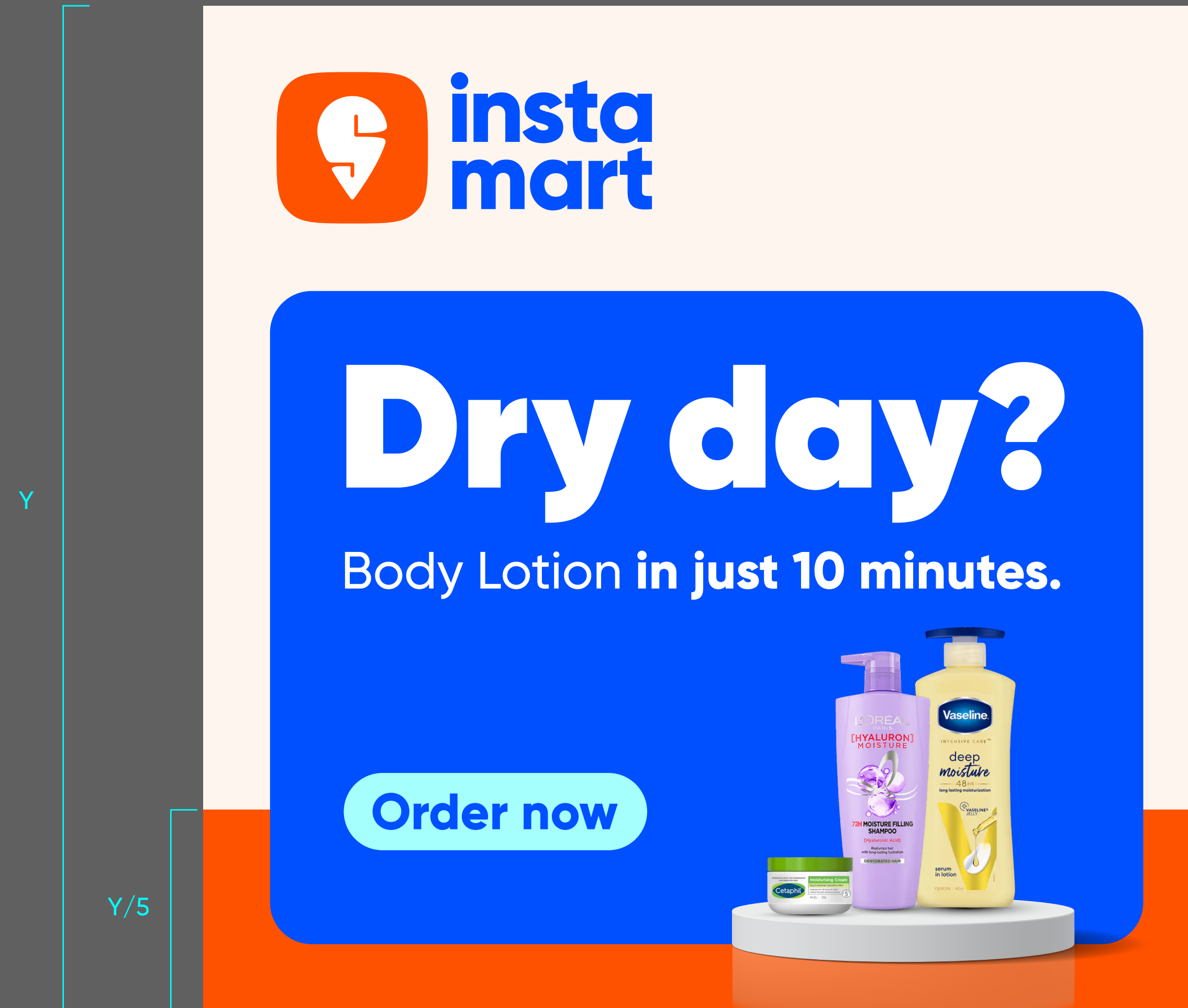
Body Lotion in just 10 minutes.

Order now



Layout Proportions

Square layout will have the orange band at 1/5th the total height of the creative.



Layout Proportions

Horizontal layout will have the orange band at 1/4th the total height of the creative.

Y

Y/4



Dry day?

Body Lotion in just 10 minutes.

Order now



Layout Proportions

Vertical layout will have the orange band at 1/5th the total height of the creative.

Y

Y/5



Dry day?

Body Lotion in just 10 minutes.

Order now



Extreme Layouts

Extreme horizontal layout will have a vertical orange band on the right (1/6th the total width of the creative).

For really small banners (less than 350X50), skip the products.

For extreme horizontal, you can use the horizontal logo lockup if the primary logo does not offer proper coverage or visibility.

Y

Y/6



Dry day?

Body Lotion in just 10 minutes.



[Order now](#)



Dry day?

Body Lotion in just 10 minutes.

Less than 350X50

Extreme Layouts

For extreme vertical, you can use the vertical logo lockup if the primary logo does not offer proper coverage or visibility.

Y

Y/5



instamart

Dry day?

Body Lotion in just 10 minutes.

Order now



05 Product Window

End Frame

Film to be blurred out in the background.

Supers to be added on top.

Instamart Blue band to highlight 10 minute call out.

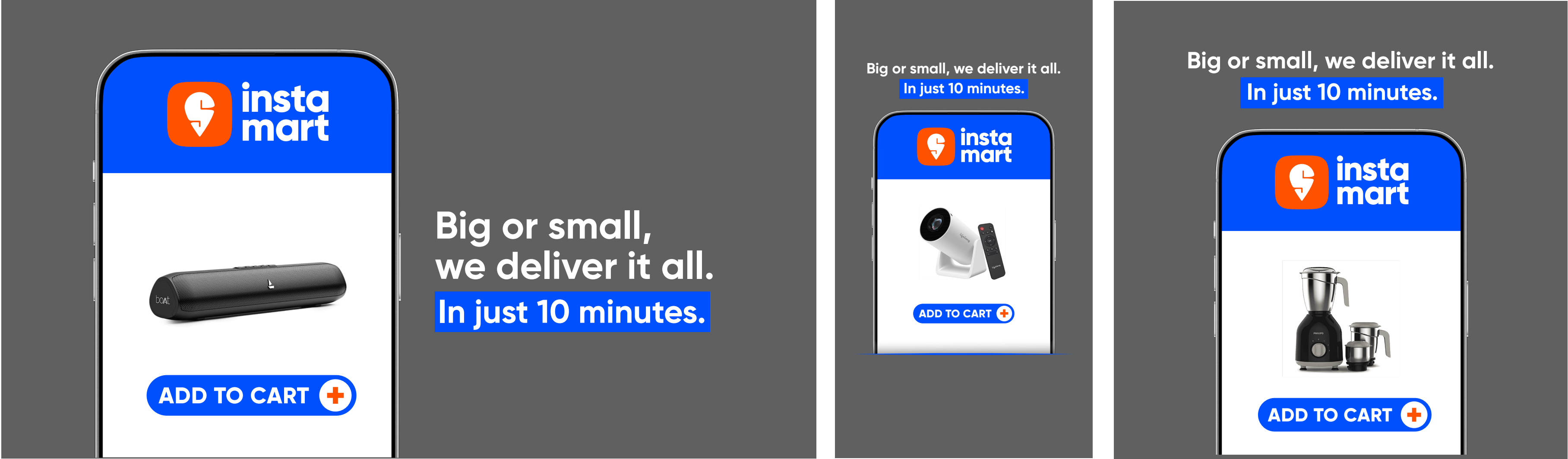
Phone UI to be bold and prominent, zoomed in and cropped.

IM Logo to be placed inside the phone UI on blue band.

Products to be placed within the UI.

ADD TO CART icon to be featured within the phone UI.

All elements to be placed within the Meta safe area guidelines.



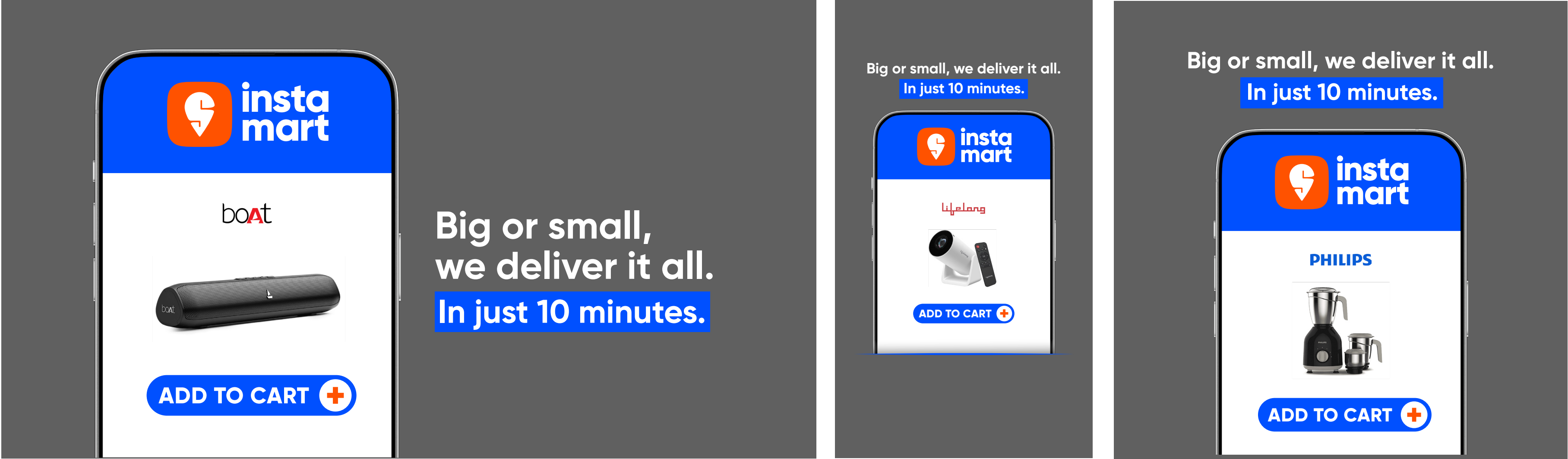
Cobranded PW

Partner logo to be placed within the phone UI under the blue band.

Partner logo size cannot be bigger than IM logo.

Partner product to be placed within the UI.

All elements to be placed within the Meta safe area guidelines.



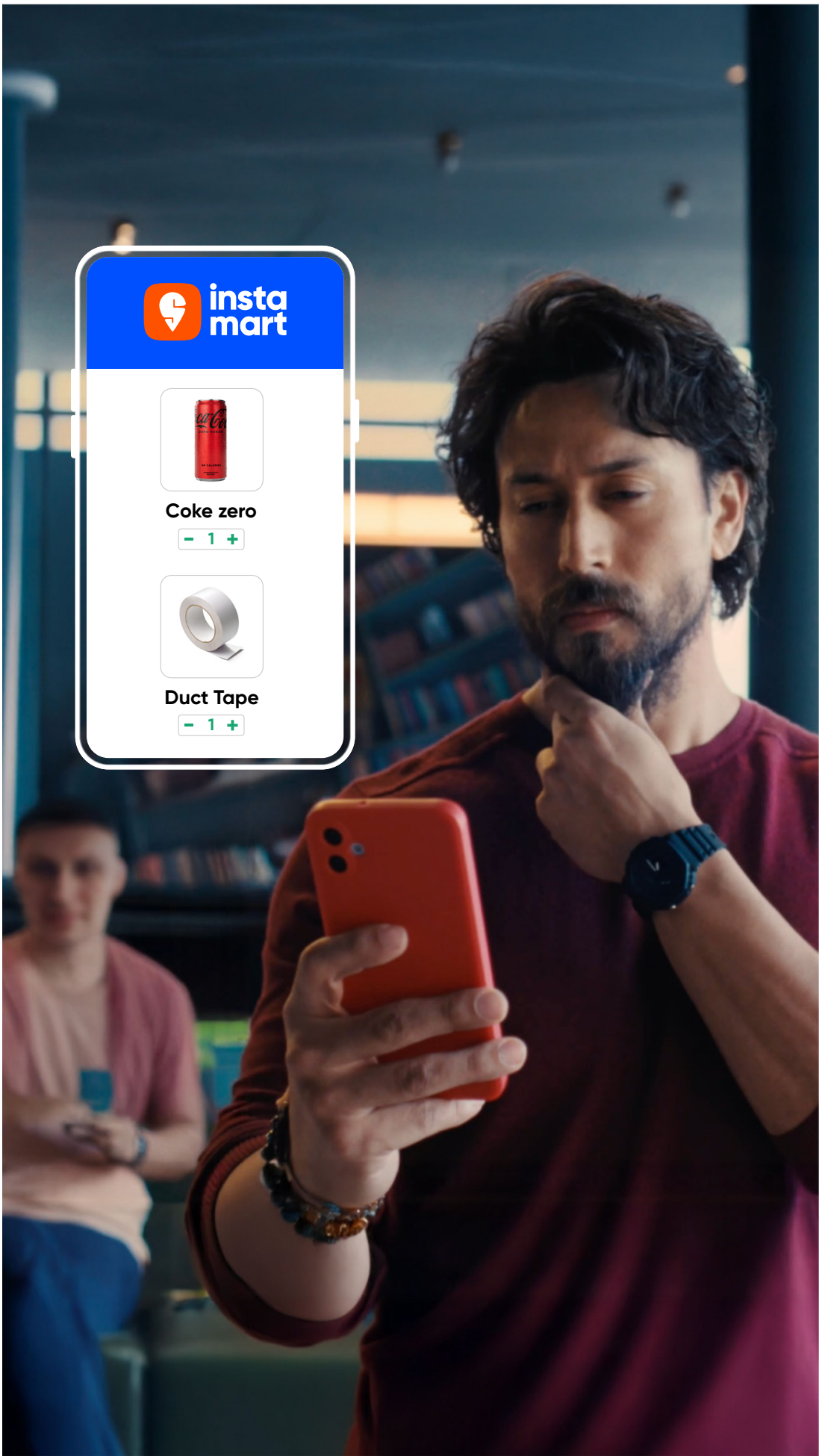
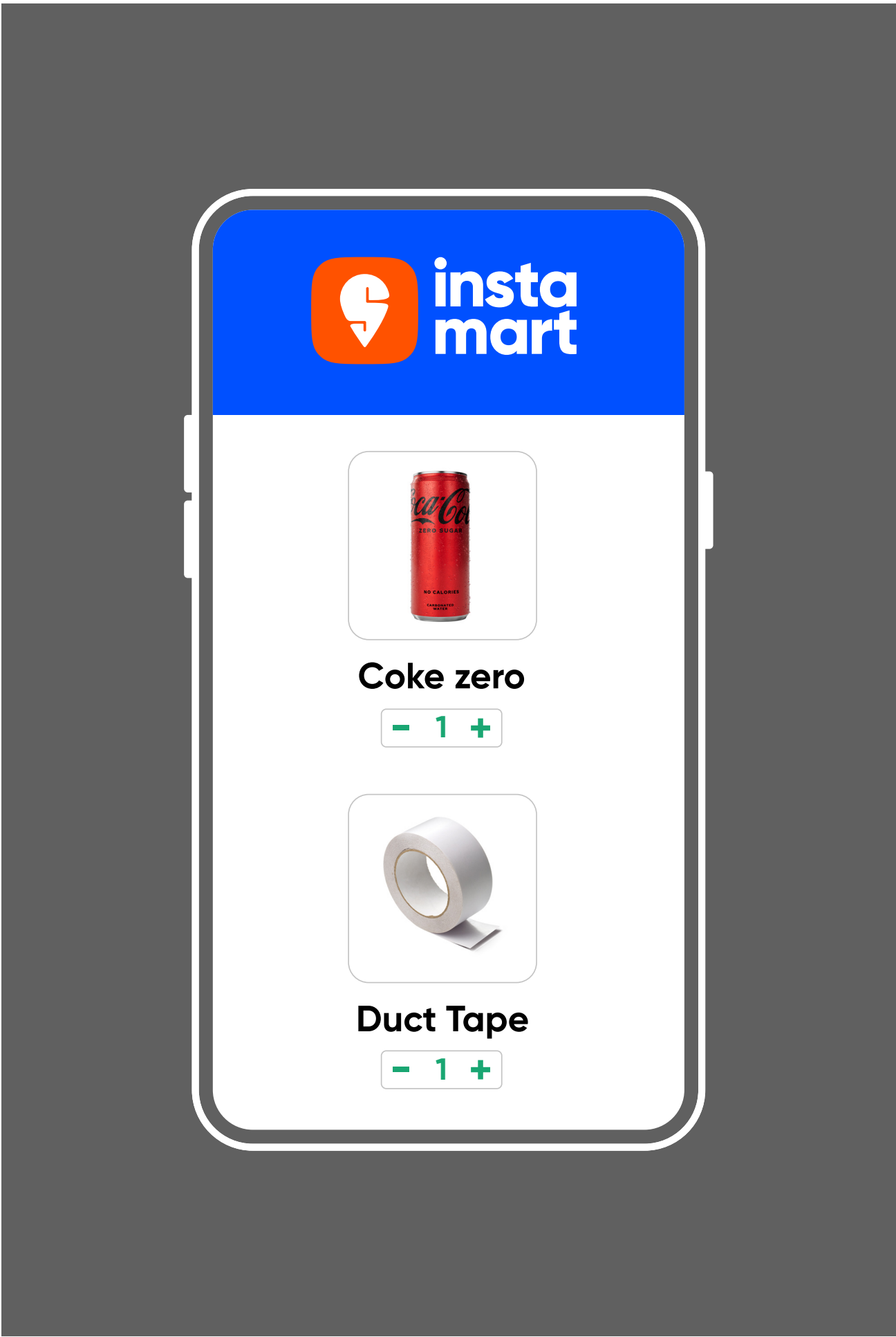
UI Product Window

Film to feature a shot where items are ordered on the phone.

Phone UI to be overlaid in the shot.

IM Logo to be placed inside the phone UI on blue band.

Partner products to feature inside the phone UI.



06Cobranded

Partner 100 : IM 0

Instamart Blue band to be placed on top of the creative.

IM logo to be placed on top left.

Instamart Blue band to be 1/7th of the vertical height of the creative.

Partner logo size cannot be bigger than IM logo.

Partner logo on top right under the Instamart Blue band.



Partner >50 : IM <50

Logo to be placed on top left/center of the creative.

Logo to be at least 10% of the height of the creative.

Partner creative to be placed inside bento.

Place 'Delivered in just 10 minutes.', on the bottom right.

Sign-off to be 5% vertical height of the creative.



whole
The Truth

Cleanest, lightest
whey protein. Ever.

Psst! Use code **WHEYBETTER**
& get an extra ₹200 off



Delivered in **just 10 minutes**



whole
The Truth

Cleanest, lightest
whey protein. Ever.

Psst! Use code **WHEYBETTER**
& get an extra ₹200 off



Delivered in **just 10 minutes**

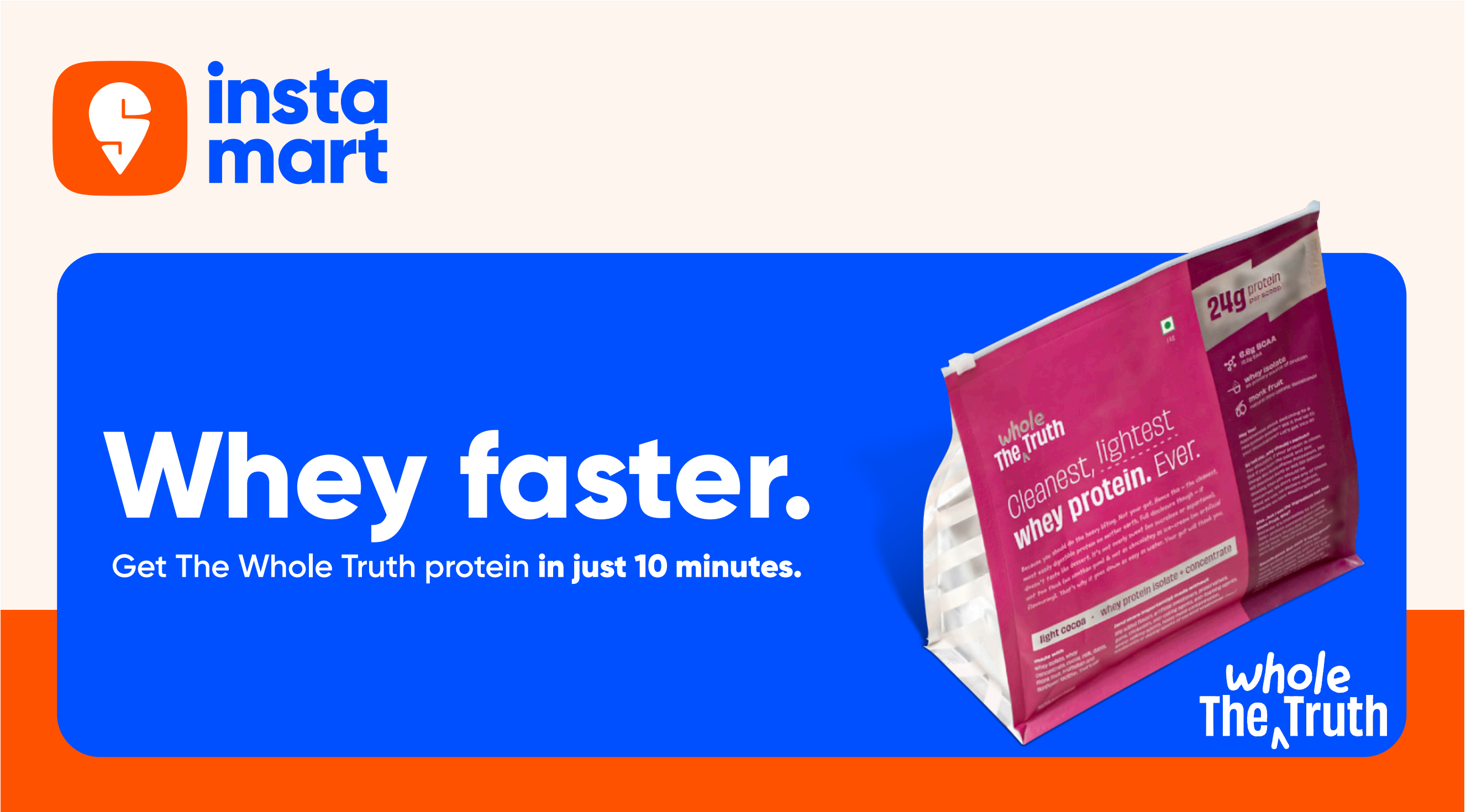
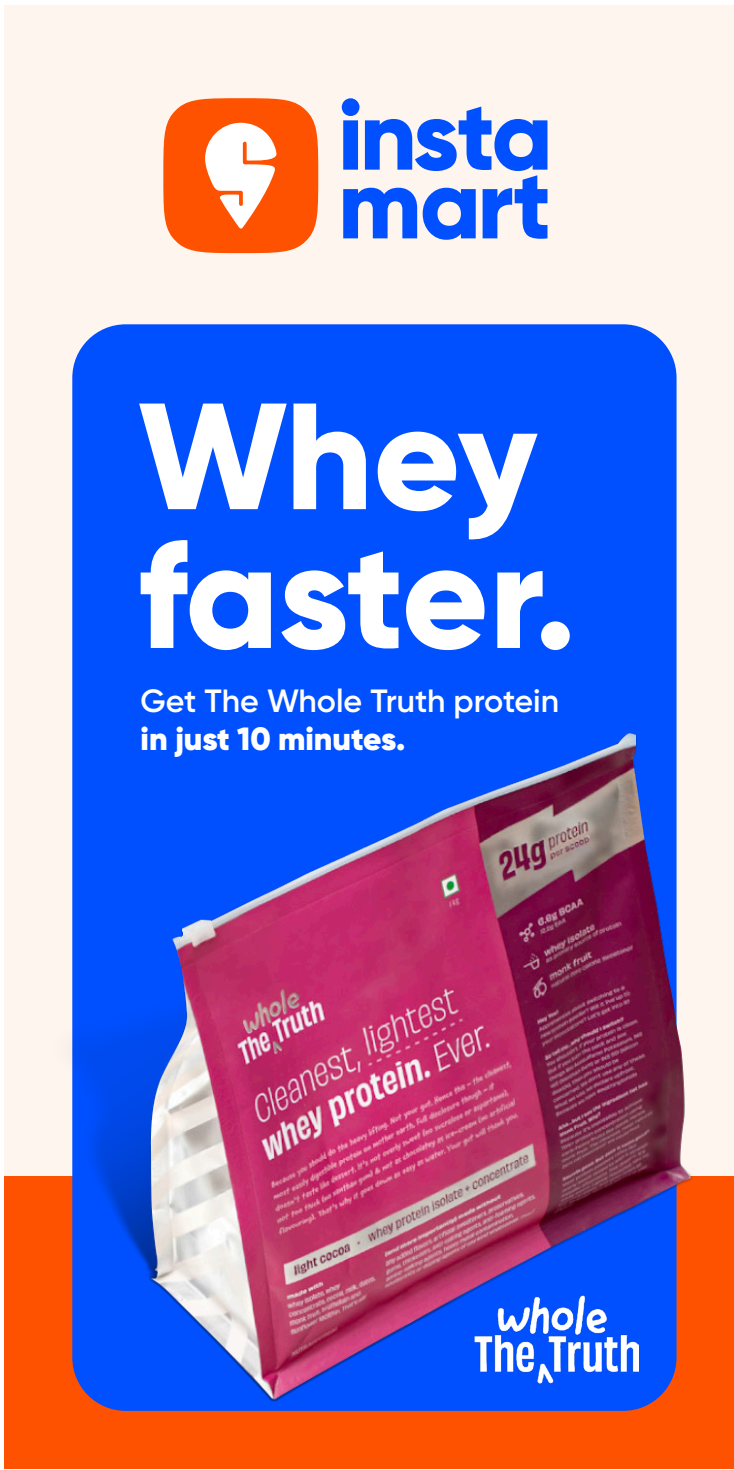
IM >50 : Partner <50

Creative to follow Instamart layout guidelines.

Logo to be placed on top left/center of the creative.

Logo to be at least 20% of the height of the creative.

Partner logo to be placed inside the bento and should not be bigger than the Instamart logo.



07 Sub-brands

Campaign Logos

Follow these rules for temporary logos for campaigns that start with 'Insta'.

Use fonts from the Gilroy family only.

INSTAWARMER

***INSTA
MAUT***

Sale Unit Usage

For communication regarding a sale - the logo and sale unit won't come together as a lockup. The sale unit will come separately as a part of the headline.

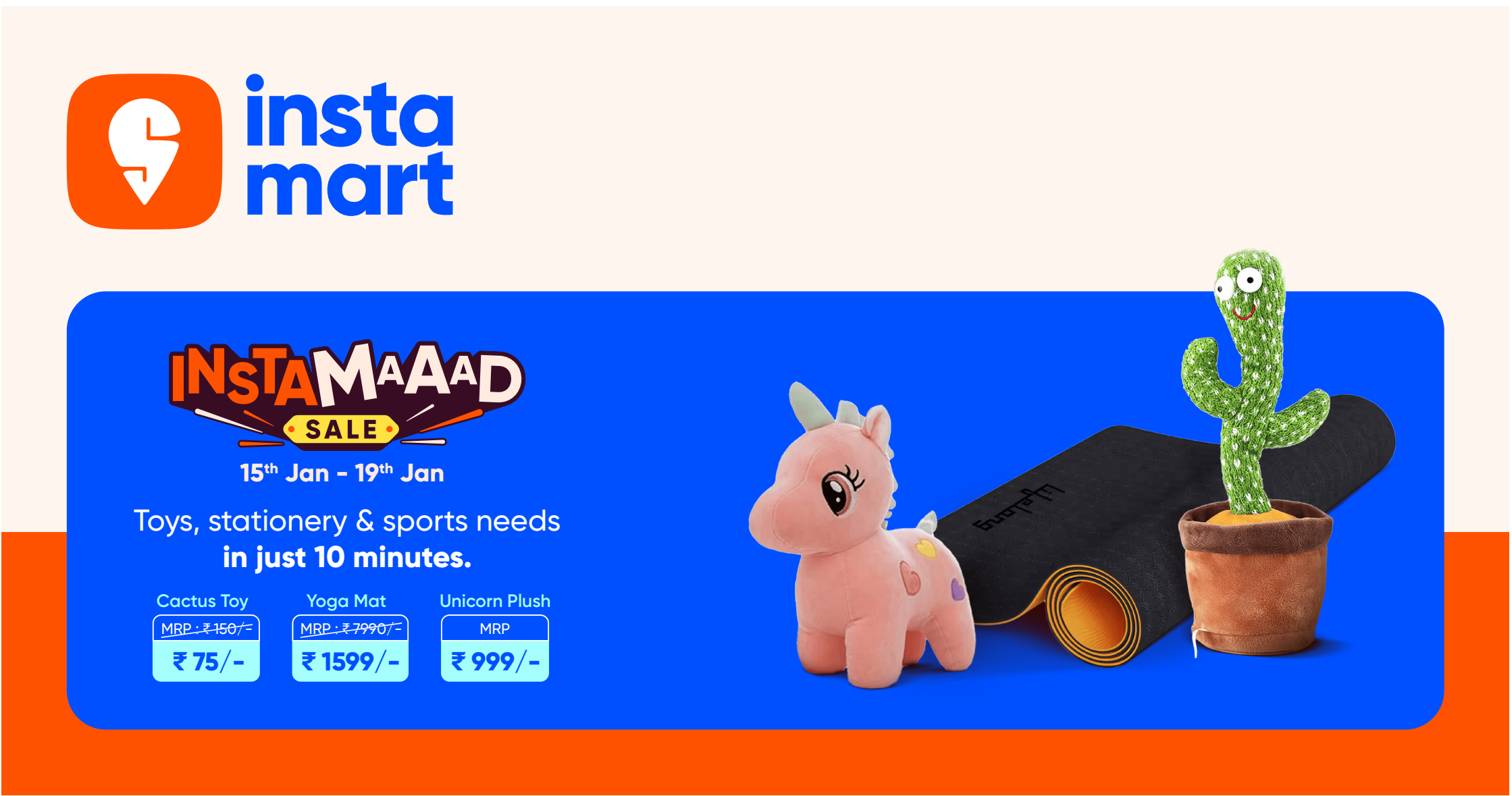
✗ Don't use the Instamart logo and sale logo as a unit.

For the standard layouts, avoid putting the slashed prices next to the product.



✓ Use the Sale unit separately inside the bento.

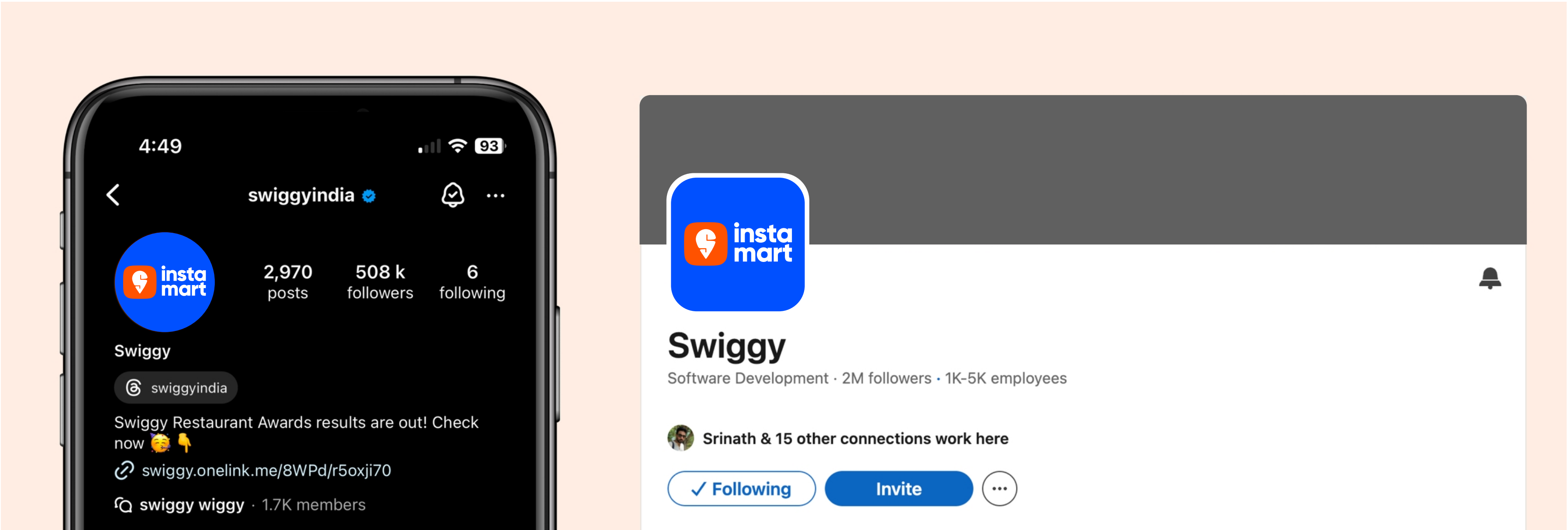
The slashed prices to come on the left as a part of the body copy.



08 Social Media

Social Media Icons

Icons to be used for
Instagram, LinkedIn, Twitter
and Facebook.



BRANDED ASSETS

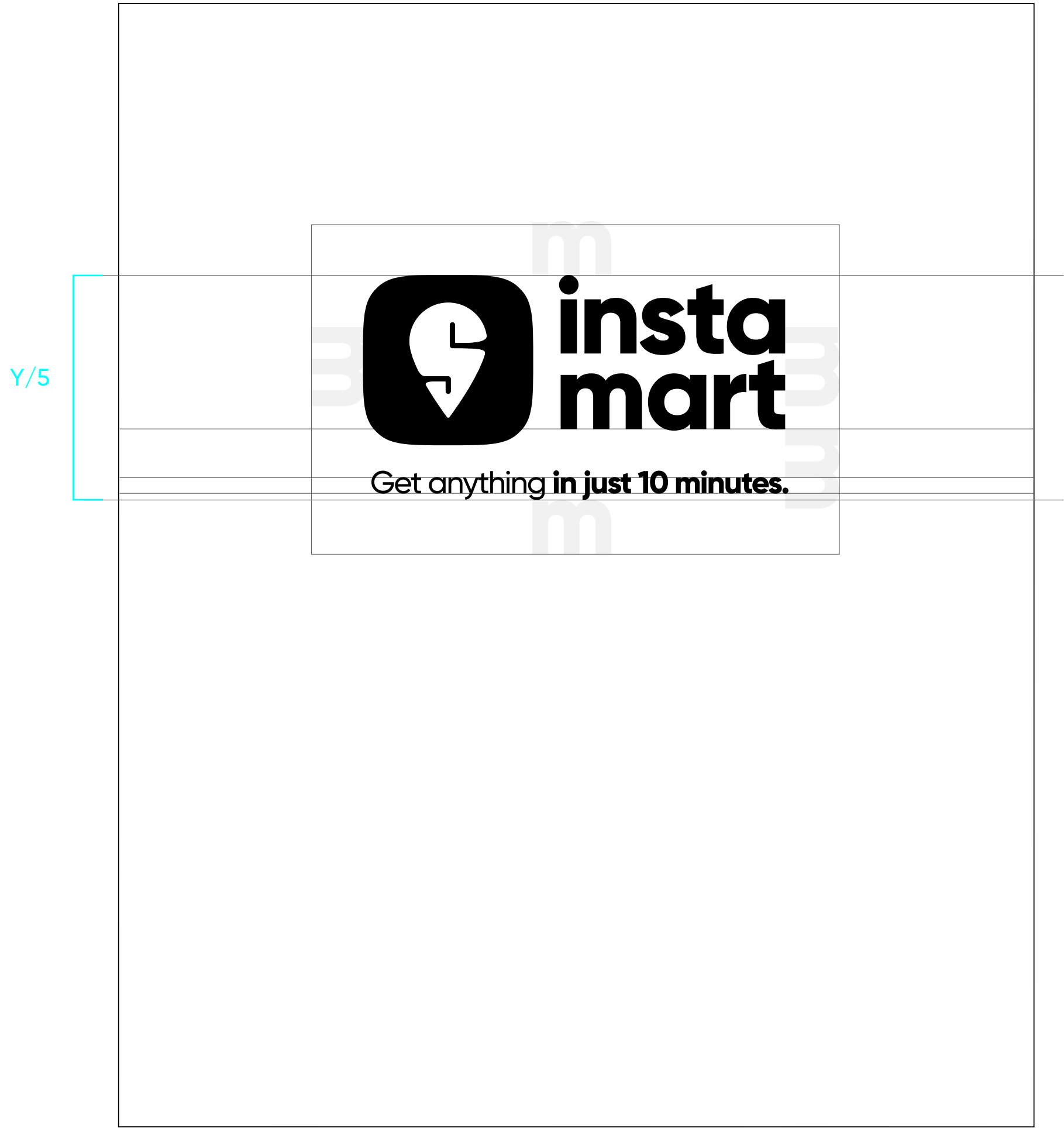
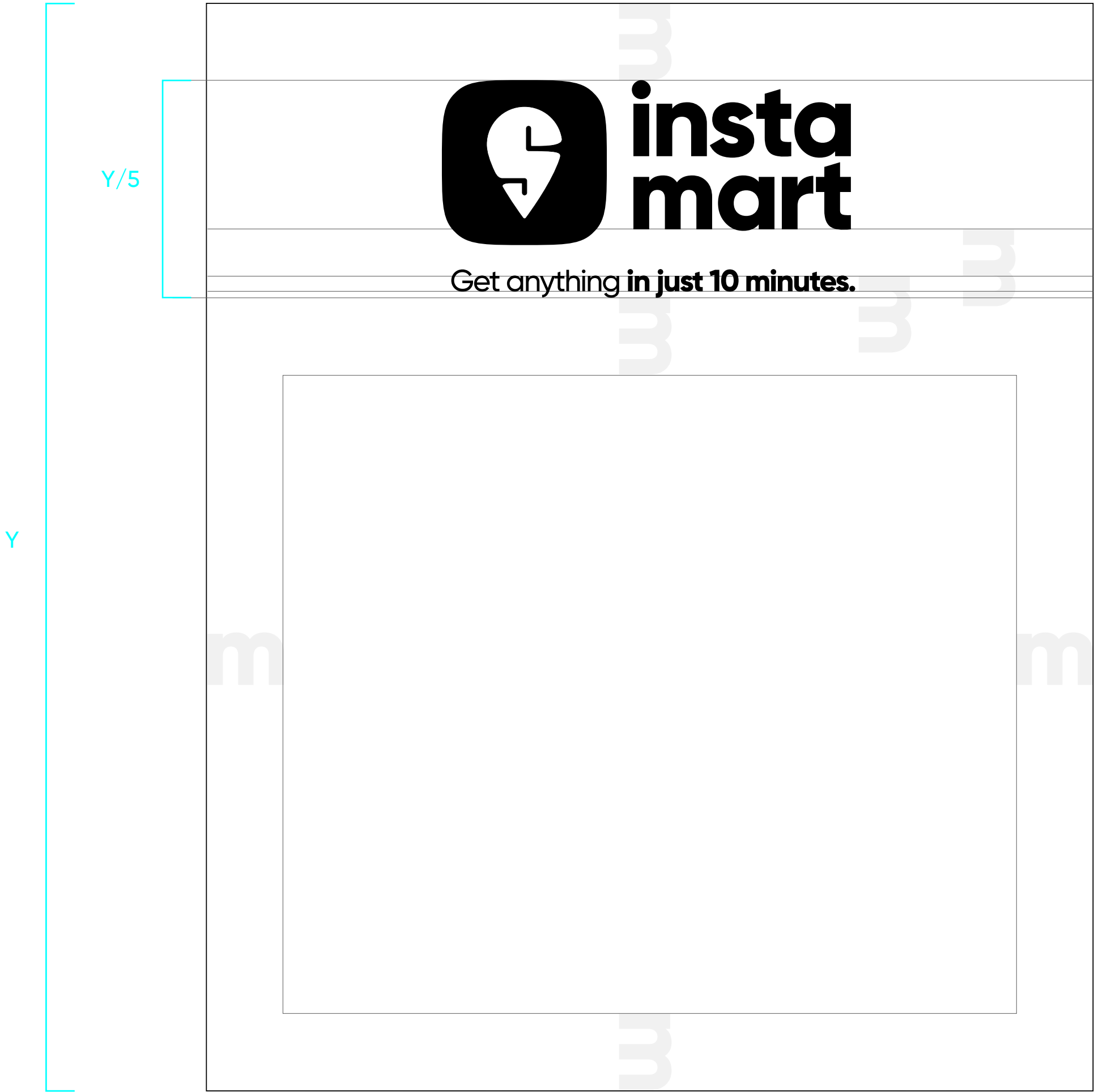


09Bag

All Bags - Logo Usage

Use this size, placement and safe space for the logo and tagline.

Due to print restrictions, logo to always come in black.



BAU Bag - 1 Color

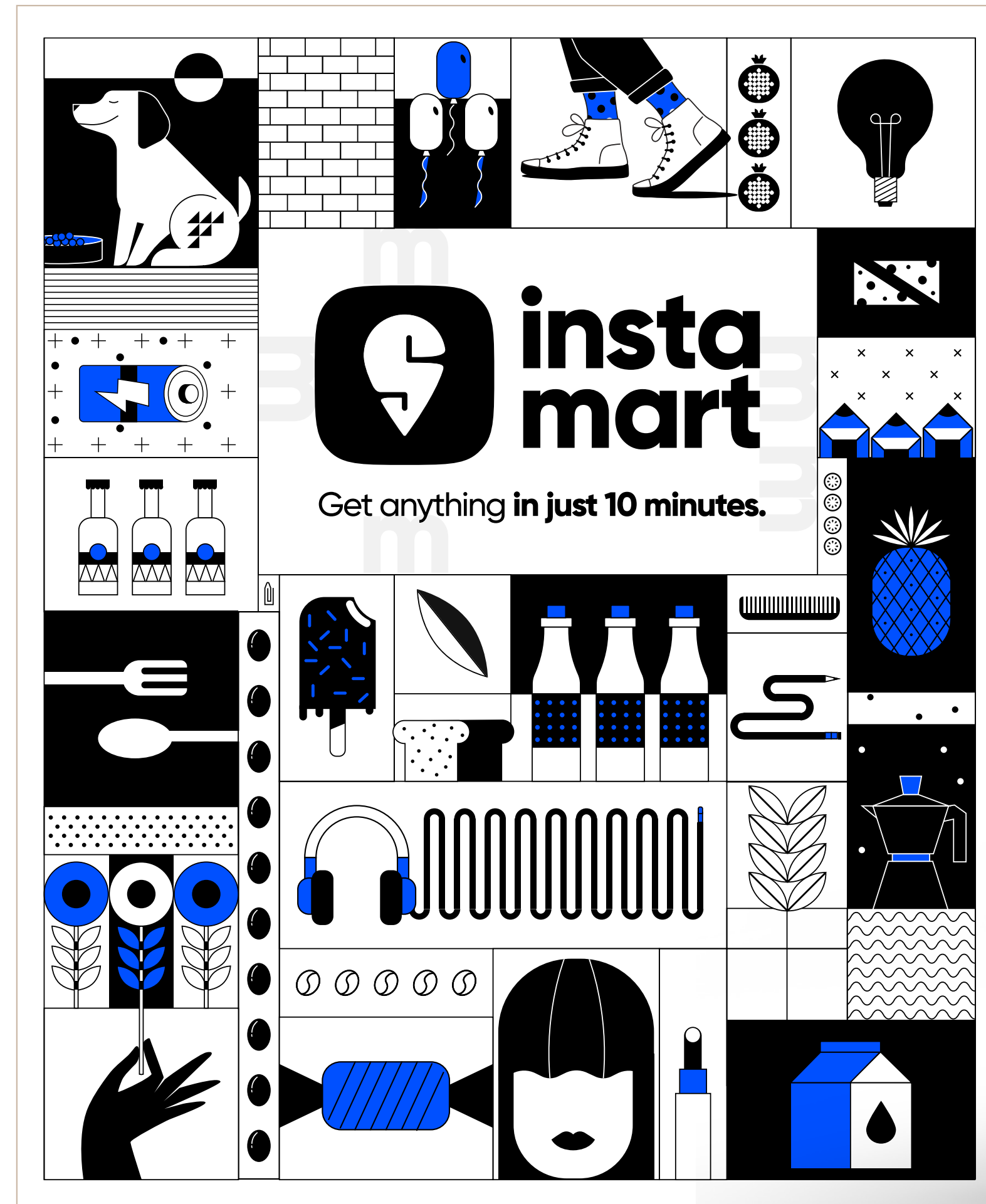
When the bag has one color, use black.



BAU Bag - 2 Colors

When the bag has two colors, use black and Instamart Blue.

Logo to always come in black.



Topical Bag - 2 Colors

When the bag has two colors,
use black and Instamart Blue.

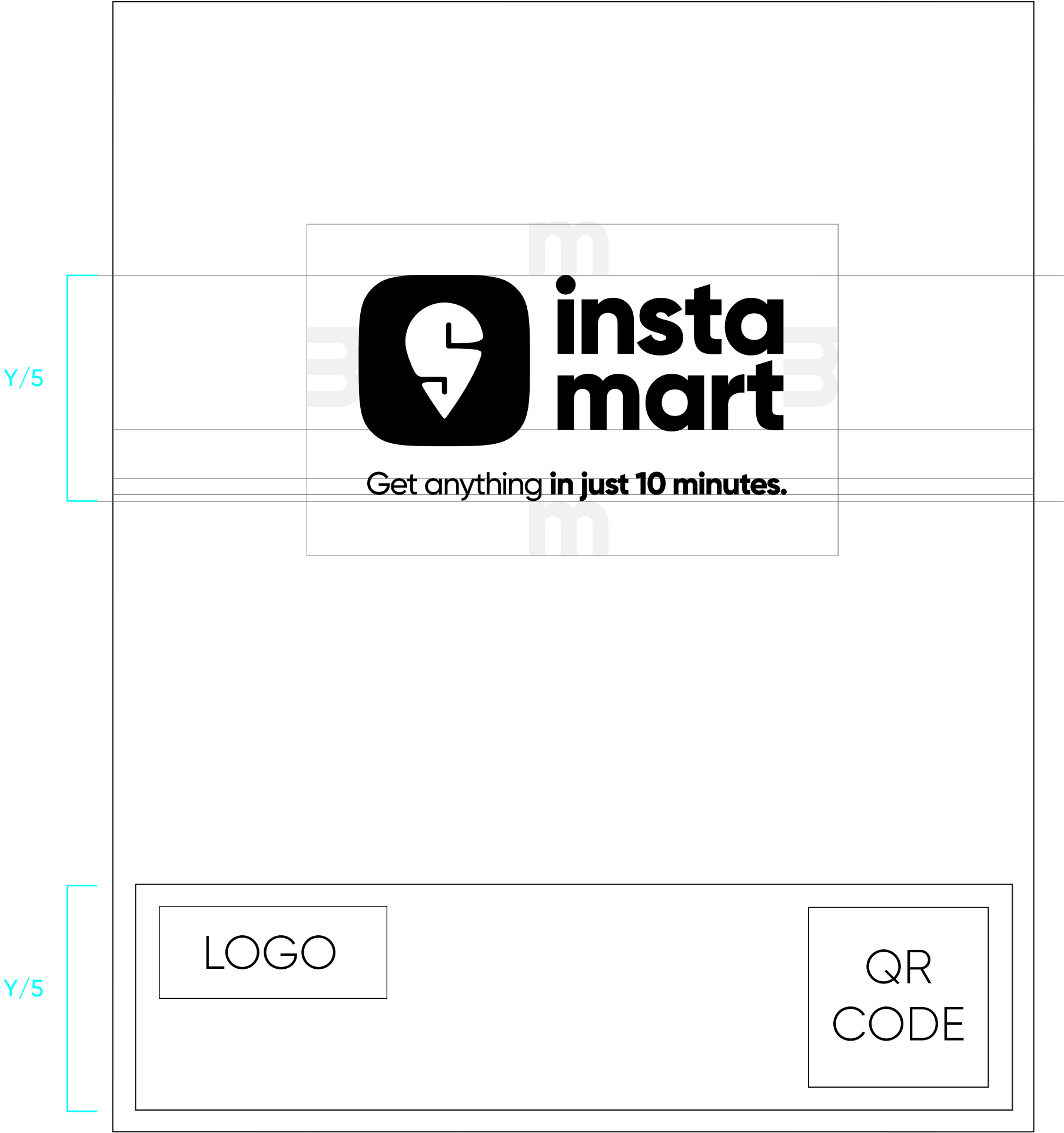
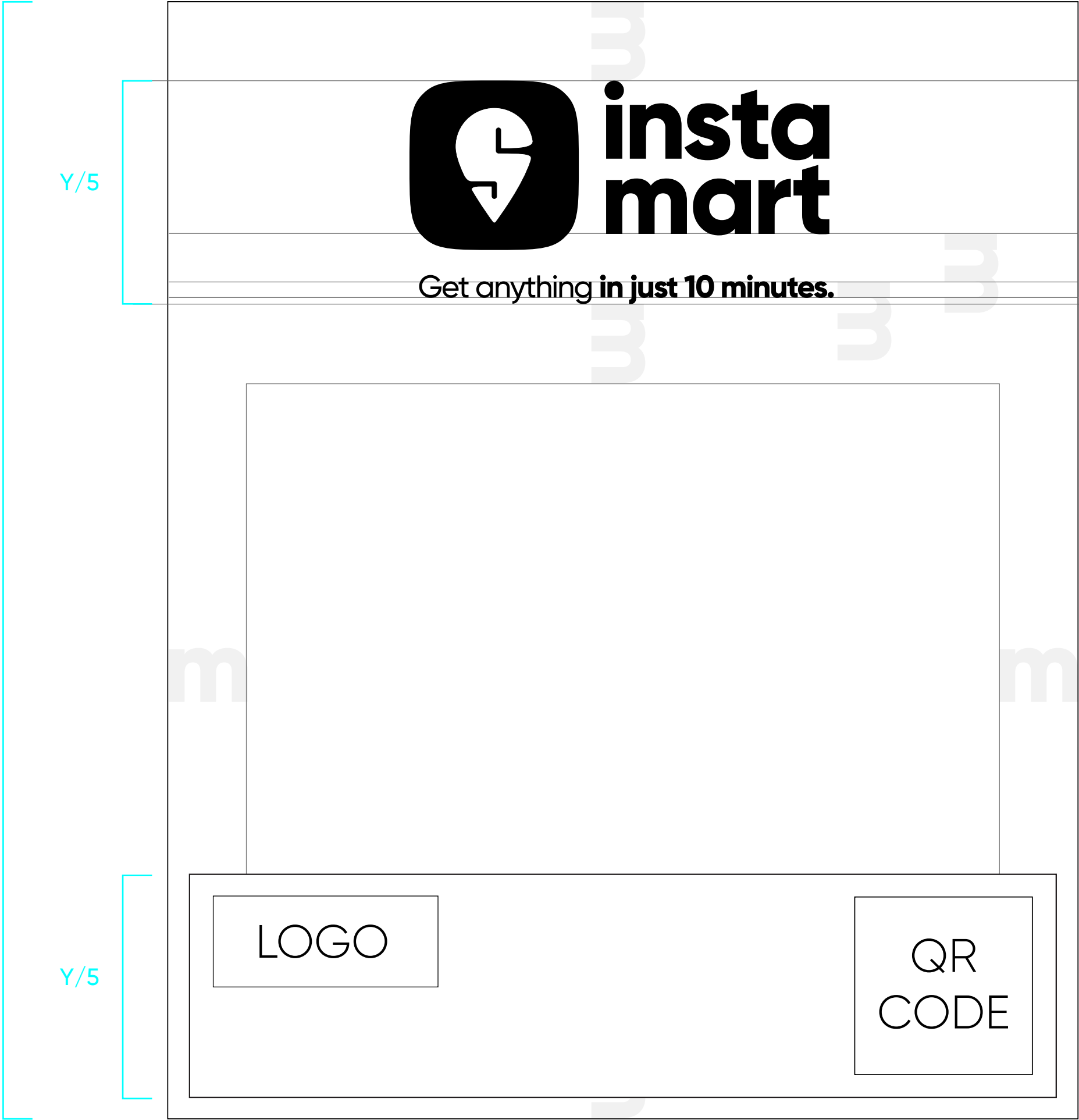
Logo to always come in black.



Monetized Bag

Use this size, placement and safe space for the logo and tagline.

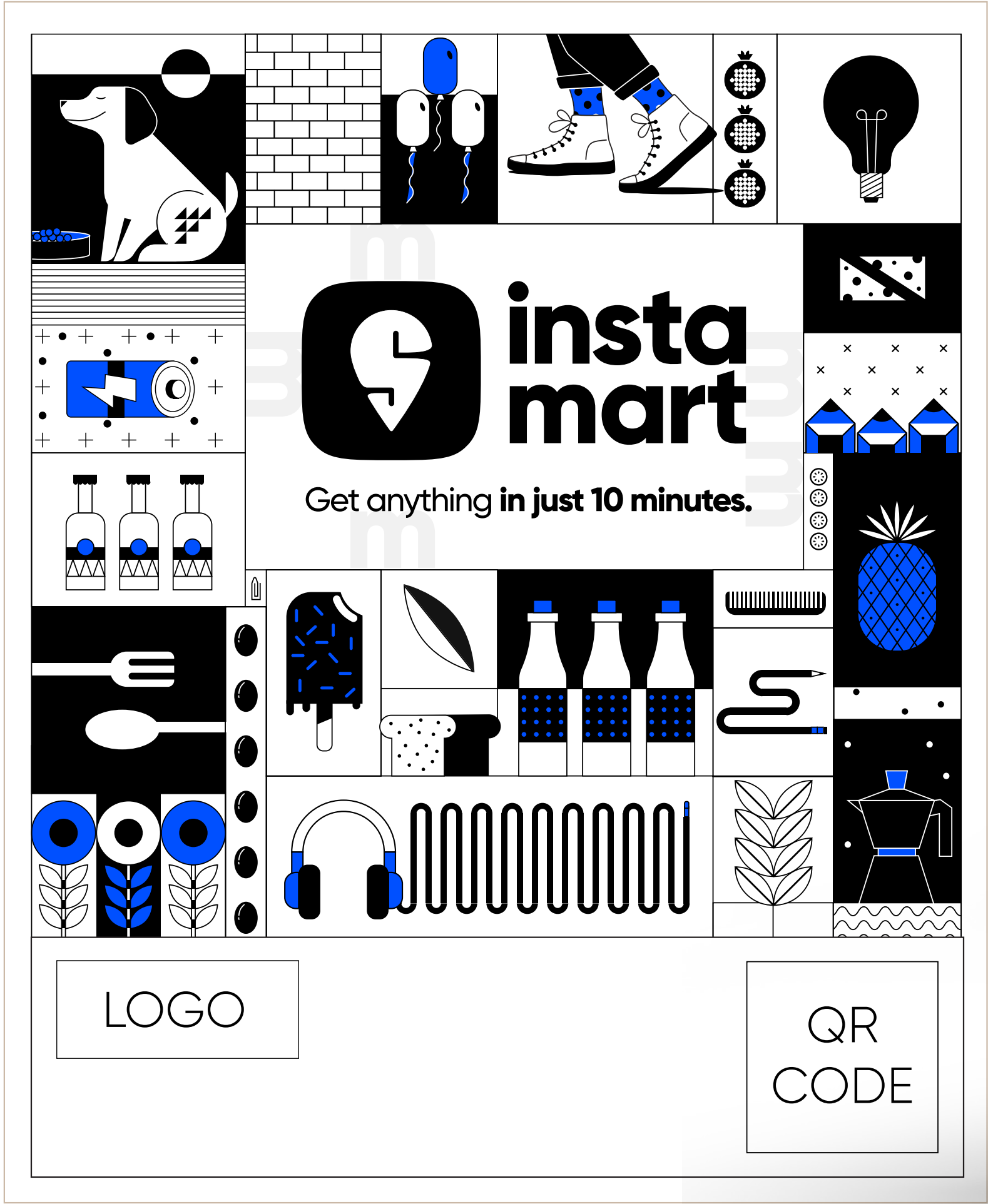
Ad to come as a band at the bottom.



Monetized
BAU Bag

Use this size, placement and
safe space for the logo and
tagline.

Ad to come as a band at
the bottom.



Monetized
Topical Bag

Use this size, placement and
safe space for the logo and
tagline.

Ad to come as a band at
the bottom.



10Gear

Special Vertical Logo

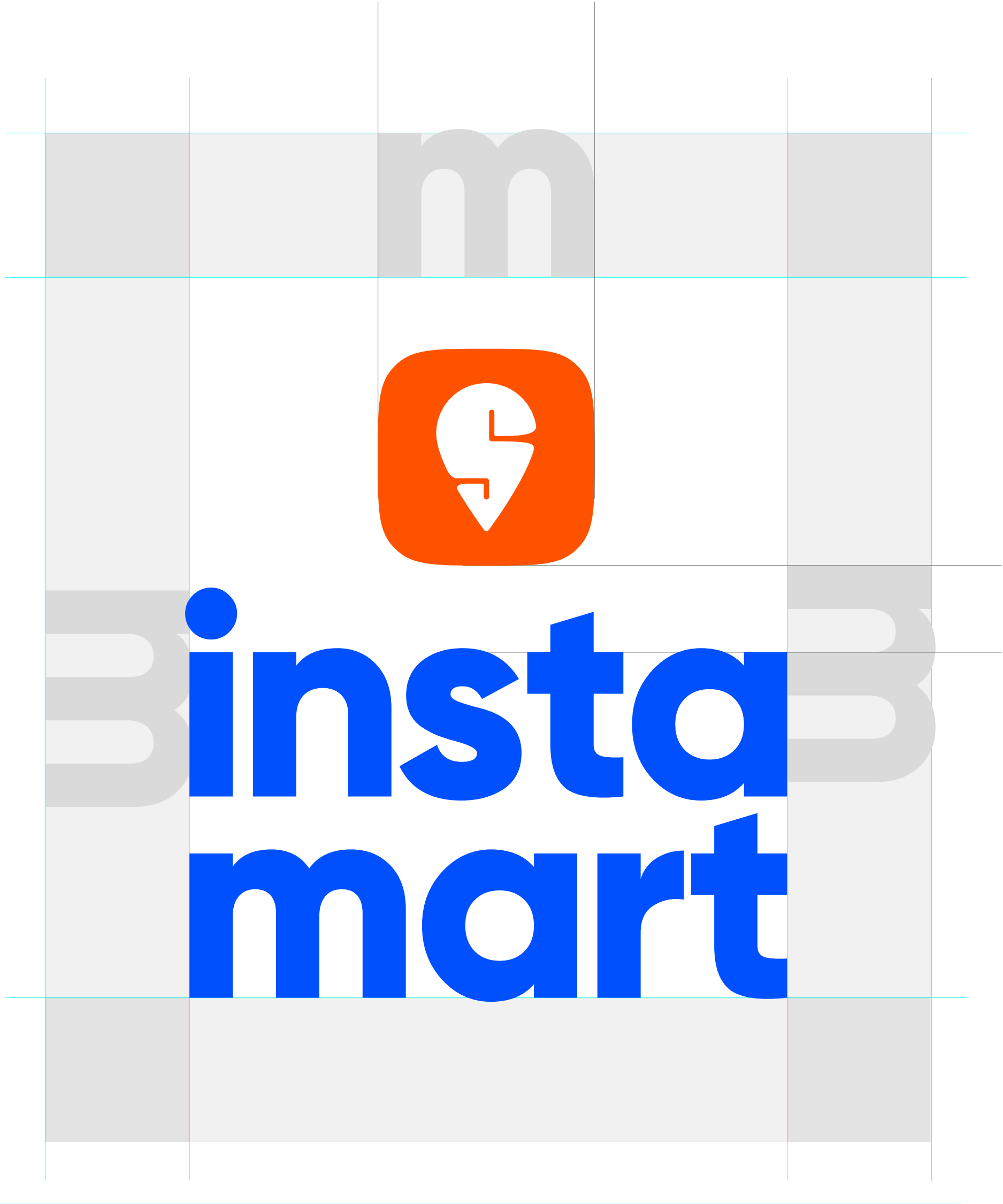
Vertical logo lockup with a smaller S-pin to be only used for the DE Gear.



VERTICAL (For gear only)

**Special Vertical Logo
Safe Space**

Vertical logo lockup with a
smaller S-pin to be only
used for the DE Gear.



VERTICAL (For gear only)

Jersey

Instamart Blue and Swiggy Orange—the perfect formula for a jersey that turns heads.



Puffer Jacket

Instamart Blue and Swiggy Orange—the perfect formula for a puffer jacket that turns heads.



Raincoat

Instamart Blue and Swiggy Orange—the perfect formula for a raincoat that turns heads.



Bag

Instamart Blue and Swiggy Orange. Our new bag will stand out on every Indian street.





11Pod

Horizontal Branding

Outdoor signage for the
Instamart pods.



Extreme Horizontal
Branding

Outdoor signage for the
Instamart pods.



Square Branding

Outdoor signage for the
Instamart pods.



FIN.